

March 2025

BROKEN ARROW

ECONOMIC DEVELOPMENT CORPORATION

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March 2025 Report

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Business Retention and Expansion

Summary

- This month's BRE efforts included advancing expansion projects, continuing to strengthen relationships with local businesses through ongoing visits and meetings, and hosting a Manufacturing Innovation & Expansion Roundtable. These efforts contributed to supporting the growth of our existing businesses and attracting new opportunities to Broken Arrow.
- In partnership with the Oklahoma Department of Commerce, Oklahoma Finance Authority, and Oklahoma Manufacturing Alliance the BAEDC hosted the **Manufacturing Innovation and Expansion Roundtable** on **March 5th** to present the OIEP (Oklahoma Innovation & Expansion Program) to Broken Arrow existing businesses
- Hosted a **Heavy Haul Roundtable**, facilitating direct engagement between staff and Broken Arrow manufacturers to better understand challenges related to heavy haul routes in Oklahoma
- **BRE Employer Meetings: 8**
- **BRE Drop-ins: 16**

New Business Attraction

Summary

- Met with company looking to expand food manufacturing operations into Broken Arrow. Seeking to expand in an existing 10k SF facility on Gatesway campus.
 - **Project Friends**
 - 15 new jobs with potential up to 35 jobs
 - \$500K to \$1M in capital investment
- VP participated in a **NYC marketing trip** alongside the Tulsa Regional Chamber team, meeting with six site consultants to showcase Broken Arrow's assets and economic opportunities
- Staff met with a local developer and toured an industrial facility currently under construction, featuring **20K SF of flexible space** designed to accommodate a single tenant or split for multiple tenants

Incoming March Projects

- **Project Dodge** – Submitted two-acre site on west Kenosha
 - Foundation repair company seeking warehouse/distribution facility in the Tulsa region
 - Project Scope
 - \$3M capital investment
 - 30 jobs
- **Project Viking 2025** – No available sites meeting the needs of the project. Company looking to establish a new thermoforming and injection facility in Oklahoma. Seeking existing building of 260K to 510K SF zoned heavy industrial with rail.
 - Project Scope
 - \$146M capital investment
 - 230 jobs

- **Project Coco** – No available sites meeting the needs of the project. International company looking to establish manufacturing facility in US. Seeking 150 acres, not in an urban location with rail and port access.
 - Project Scope
 - \$800M capital investment
 - 200 jobs
- **Project Emerald**– No available sites meeting the needs of the project. Company looking to expand its data center operations seeking 300-800 acres.
 - Project Scope
 - \$5B capital investment
 - 300 jobs
- **Project Celcius** – No available sites meeting needs of the project. Company seeking 75K to 120K of existing space with potential to expand another 100K SF. Company must be able to occupy by June 2025.
 - Project Scope
 - \$15M capital investment
 - 100 jobs
- **Project Emoji** – No available sites meeting needs of the project. Logistics facility looking to expand and relocate to Oklahoma seeking 100 acres within 10 miles of airport.
 - Project Scope
 - \$100M capital investment
 - 760 jobs
- **Project Flyer** – No available sites meeting needs of the project. Consultant led search for 100 to 250 acres for large scale advanced manufacturing operation. Site must be able to accommodate 1M SF facility.
 - Project Scope
 - TBD capital investment
 - 1,200 jobs
- **Project Rosie** – No available sites meeting needs of the project. Film company seeking temporary and permanent sites for live-studio audience film production location. Seeking temporary space of 15K SF with 100 parking spaces in a vibrant and walkable area. Seeking 3 acres in a vibrant and walkable area for permanent space. Ideal locations for both would be in an urban, downtown setting.
 - Project Scope
 - TBD capital investment
 - TBD jobs
- **Project Armor** – No available sites meeting needs of the project. Developer seeking 250 acres minimum for hyperscale data center development.
 - Project Scope
 - \$2B capital investment
 - 100 jobs

- **Project Robey** – No available sites meeting needs of the project. Company seeking an existing facility to lease or purchase with 40K to 50K of manufacturing space with highway access.
 - Project Scope
 - \$3M capital investment
 - 250 jobs
- **Project Kraken** – No available sites meeting needs of the project. Medical equipment company seeking an existing facility to lease with 20K to 30K SF that is expandable to 150K SF. Additionally must include at least 100 parking spaces, 24’ ceiling height and overhead crane.
 - Project Scope
 - \$22.4M capital investment over 10 years
 - 159 jobs over 10 years
- **Project Iver** – No available sites meeting needs of the project. Company seeking an existing building of 75K to 150K SF to purchase for distribution operation.
 - Project Scope
 - TBD capital investment
 - TBD jobs

Innovation, Entrepreneurship, and Small Business Development

Entrepreneurship Ecosystem Assessment

- During the EDC Board Retreat, **Mo Collins** presented findings from the **Entrepreneurship Ecosystem Assessment**, followed by **Jeff Amerine of Startup Junkie** leading a discussion on strategies for building a thriving entrepreneurship ecosystem in Broken Arrow

Workforce Development

Summary

- **HR Roundtable:** BAEDC facilitated an **HR Roundtable** event in partnership with Department of Rehabilitation Services for the community: ***Mind Matters: The Key to Employee & Workplace Success***. The event provided the opportunity for attendees to learn about different methods for enhancing mental health and employee wellbeing for their organizations.
 - **12 attendees**
- **Workforce & Talent Attraction Committee Meetings:** BAEDC facilitated committee meetings focused on talent attraction and workforce development. Key topics of discussion for both meetings included:
 - Upcoming EDC events Healthcare Career Day, Career Fair, and STEM Camp
 - BeInBA success story updates (1 posted, 1 pending approval)
 - Registered Apprenticeship program development

- **Healthcare Career Day:** Initial coordination for this career awareness program has begun with volunteer information being distributed and coordination with school sites underway
- **VR Video Shoot:** Continued discussion for capturing VR video from employers within the community as a method for driving career awareness development and insight into the opportunities that exist within our community.
- **Employer Partner Meetings = 6**

Broken Arrow Job Board Monthly Metrics:

- **320** page visits; **95** clicks on jobs; **0** job alert subscribers
- **34** application engagements

Job Seeker Monthly Metrics:

- Job seeker engagements = 6
- Job seeker placements = 0

Job Seeker Year to Date Metrics:

- Job seeker engagements = 87
- **107** application engagements (job board)
- Job seeker placements = **0**

Arrow Forge

Summary

- **Project Flight** requested to move forward with relocating to **Arrow Forge** as the anchor tenant
 - Client has requested to begin process of an Economic Development Agreement with Broken Arrow Economic Development Authority
 - The project will be presented in executive session at the upcoming BAEDA meeting for approval to enter into negotiations
- March Arrow Forge Committee convened
 - Introduced new **Committee Chair, Matt Litterell**
 - COBA staff provided updates on infrastructure and spine road progress
 - Discussed next steps for marketing strategy and relationship inventory
 - EDC will present several prospect companies at the next meeting and request committee support for introductions

Research Analysis, Strategic Planning, & Advocacy

Summary

- CEO, VP, and BRE Manager represented Broken Arrow at **Select Oklahoma Day at the Capitol** and **Oklahoma Manufacturing Alliance Day at the Capitol**, engaging with state legislators, business leaders, and industry stakeholders to advocate for local economic and manufacturing priorities
- Research Requests:

- COBA – 1
 - Property search for sites for restaurant at 51st and Aspen. Identified two potential sites.
- Successfully completed the hiring process for the vacant **Marketing and Research Manager** position in alignment with contractual obligations with the City of Broken Arrow, ahead of the agreed-upon timeline.
 - Conducted interviews with 11 qualified candidates for the vacant role
 - Narrowed the field to two finalists for a panel interview with the full chamber and economic development team
 - Extended an offer to top candidate **Elise Goggin**, who has accepted with a confirmed start date of April 1